## WHY NOT A COOPERATIVE PLAN FOR SCHOOL DAYS GOODFIGHT AND BY DWIG

CATHERING in El Paso of representatives of chambers of commerce of different southwestern cities this week degree with raising the budget. The financing should be brought about renewed discussion of a possible plan for conspictative publicity, to be participated in by all the progressive communities of Arisona, New Mexico, and west team, with perhaps some active assistance from the morther of the properties of the properti

To carry through such a program as might be counted on to produce real results, a fund of \$150,000 annually would be necessary; there would be no use undertaking it unless its continuance could be assured for at least five or

A general director of publicity would be employed, a trained and experienced advertising manager who must be capable of earning \$10,000 or \$12,000 a year in this post. He would have a staff of assistants, and an initial overhead cost would have a staff of assistants, and an initial overhead cost would have to be accepted, large enough to insure that the work would have to be accepted, large enough to insure that the work would have to be accepted, large enough to insure that the work would not be crippled at the source.

The actual publicity would be a combination of letter writing, distribution of printed and illustrated material, space advertising in publications of national circulation, branch information bursans in strategic localities, and some travel and personal contact with big prespects. Without a doubt, if the southwestern communities showed in semes such way their earnestness, the active cooperation of the railroads and of state and national government bursans could be counted on, so that the effect of the privately limanced work would be taked by assessment on the participating communities in proportion to population. El Paso

comments and population.

The object is to do for this Rocky Mountain Southwest new what the railreads and local interests did for California and the northwest states and western Canada 25 years or 15 years ago—make special advantages known the world around, and turn the people's minds this way.

It is time to correct all the old misconceptions, and to place the Rocky Mountain Southwest before the American people, and Canadians and Europeans, in its true light. Such a campaign would immediately stimulate inquiry and investigation; special lines of development would suggest themselves from time to rime.

Experience of other sections and progressive communication of the treaty through the housing shortings where one graw before.

Many a man who used to carry a corrective is now carry-line a hank book instead.

It isn't the name world it used to be. People nearly and the treaty through that he "put the league of nations and the treaty through the housing shortings with the individual content of the properties of the propertie

Experience of other actions and progressive communi-ties with this sort of intelligent and progressive communi-ties with this sort of intelligent and presistent compaigning is that it brings tangible results many times greater than the cost.

in that it brings tangible results many times granter than the form that the provided of the continual provided of the con

El Fase already has a powerful chamber of commerce, to get back that \$5000 he denated to the Democratic cambring of a cooperative movement in the West Terms chamber of commerce. The extension to take in all the scott that \$5000 he denated to the Democratic cambring of a cooperative movement in the West Terms chamber of commerce. The extension to take in all the scott that \$5000 he denated to the Democratic cambring and a cooperative movement in the West Terms chamber of commerce. The extension to take in all the southwest is natural and wise.

The plan tentatively outlined is entirely feesible. Why defor it? Possibly the best way to start working it out would be for New Mexico and Asisona each to start a state association of chambers of commerce along the lines of the West Tazas chambers and them we could see what might be done by way of jurther consolidation.

One suggestion of prime importance: the employed man-

### The Island Of Yap.

THE United States desires to acquire the feland of Yap I in the Pacific ocean. One purpose is to secure a good cable landing. The other is to have a fit place to which to

The maney would be taised by essessment on the participating communities in groportion to population. El Paso would gladly assume 10 or 15 percent of the total budget, and if other communities used the same ratio, any 200 or 35s per capita, the fund could be made up without unduly burdening any, even the smallest.

To make the project entirely fair, every city and town in the region should raise its gnota; of course the satual manay would be obtained from 1 or 2 percent of the population, and the subscriptions would have to be in proportion to shifting up most of it as they always do.

Five or six years of consistent work along such lines would bring amaxing results. He effects would be felt by the series region and by every tommunity in it. The next consus would show the resulting increases of waith and population.

The maney would be doubled.

The maney would be doubled.

A tray full of after dinner coffees was thrown under a table. The jum program and this delightful offering was known as "Moonlight with my bulg girl."

Cowbells, gongs, klazen horns, fire afreens, all added to the din called jum, provided for the popular entertainment. One of the numbers that resembled the rivelers at wirk on the inside of a marine beller and past put play the piece and not by the hour—war workers trying to heat \$45 a day—carried the mellifluous title of "Smooth me if you like my style."

It was a grand program, for them as liked it. It is understood that the island of Yap is an ideal place for limiting region and by every tommunity in it. The next constant would show the results in gratifying increases of waith and population.

Gen. Obregon may congratulate himself that he wasn't billed by kindness.

# One suggestion of prime importance: the employed man May Show Motion Pictures Of American Life In Mexico El Paso In Need Of International Francesia.



## About Broadway Plays And Players

A THOUGHT FOR TODAY.

Valentine Fory, actress, anw a sign recently reading: "For sale, a Cow with Cafe."

FOOLISHMENT.
I asked a girl to dinner,
She said she couldn't gaI naked her why also couldn
She said she didn't know.

Florence Walton is home from Enrope.

Edward Lynch has a new sketch by
Jack McIniyrs with songs by Al.

Fox.

"Enter Madame" newes from the
Garrick to the Fulton today.

"Abraham Lincoln" soured a hit in
Chicago despits the fact that the
theater's stel curtain dropped during the performance.

Cyrence Dahl, a young French scniptreen, has been engaged for "The
Greenwich Village Feiling" at the
Shubert.

A. H. Woods will present Louis
Mana in "The Unwritten Chapter" by
Samuel Hilpman and Victor Victor
at the Astor on Monday.

From Stone and his Tip Top com-pany arrived from Philadelphia pres-ierday and rented apartments at the Blobe theater. Last night the sce-sic equipment was set up and tenight here will be a full dress reheatent. The show will open tomorrow night. Charles Dillingham will see it from a seat in the top gallery.

MEMAN SCORE PENISHED.



THE MUSICAL COMEDY



OUT OF PEGAZUS



book is flare from his builded string bingslow with a Charge in his builded in the building with a Charge in his builded in the continue of th

## Bedtime Stories For The Little Ones

UNCLE WIGGILY AND THE FUZZY FOX.

By KOWARD R. GARIS.

UNCLE WIGGILY, are you gold to be very husy this aftermoon and the state of the



## YE TOWNE GOSSIP

DEAR K. C. B.—Every evening I take a walk and meet many small boys. Whenever I meet one who emokes a cigaret I take it away from him and step on it and the "little boys" always get mad and bring their big brothers and shelr gauge and I have to fight and best them up or get besten up. What would you do? Should little boys be permitted to smaller and owner and throw dice?

H. Butarus, V. C.

MY DEAR Buterus. NOTICE IN the right church BUT THE Wrong pew. IT'S QUITE All right.

TO DO what you can. TO MAKE little hove. BE GOOD little boys. BUT YOUR method's wrong.



HOW SHLLY IT IS. TO ACQUIRE & BANK THAT APTER & WAIL. HE'LL HE SUCRY for. AND THE first time you tell him. THE CHANCES ATA HELL THINK you're a nut. HET KEEP going back. THE HE knows you're not.

